

Connecting with Physicians Online: Searching for Answers – November 2009 Survey

<http://www.fdasm.com/docs/Connecting%20with%20Physicians%20Online%20Webinar%20Deck--%20final.pdf>

65% of US physicians search the Web more than once a day and say information available on the web makes practicing medicine easier. For many physicians, Google is a critical component of how they seek out medical information, according to a recent survey. Released in November 2009, the survey found that 86% of U.S. physicians use it to gather health, medical or prescription drug information. Of physicians who use the web, 92% say they access it from their office, while 21% said they do so with a patient present. Meanwhile, 88% say they search for health information from home, while 59% reported doing so from a mobile. Seventy-one percent said they start their research with a search engine, 92% of those using Google.

Reasons physicians use Google to search for health information	
Specific drug information	77%
General condition information	75%
Treatment side effects	68%
Drug safety information	66%
Information for patients	61%
New medications	64%
Contraindications	59%
Information to aid diagnosis	53%
Medication in development	45%
Clinical trial information	45%
Actions taken as result of search	
Conduct further research	48%
Print out information or direct a patient to a Web site to learn more	45%
Recommend a patient change behavior or habits	38%
Recommend further tests based on symptoms	32%
Make a change in patient's medication	31%
Initiate new treatment	30%

Ask another colleague for his or her opinion	28%		
Request more information about a product or medication	25%		
Opinion of the Internet	Searchers who agree	Non-searchers who agree	Overall who agree
Quality of online information has improved over last few years	90%	79%	86%
I rely more on the Internet than in the past for clinical practice	87%	77%	83%
I use the Internet to verify information from a patient	84%	75%	80%
The Internet has made practicing medicine easier	81%	71%	78%

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